GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:446
ANSWERED ON:25.02.2016
Marketing of Pochampally Sarees
Goud Dr. Boora Narsaiah

Will the Minister of TEXTILES be pleased to state:

(a) whether the Pochampally sarees and Pochampally handloom cloth has become nationally and internationally famous;

(b) if so, the details thereof;

(c) the plans of the Government to promote the marketing of Pochampally sarees; and

(d) The steps taken by the Government for checking the illegal printed version of Ikat design of Pochampally sarees?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE)
IN THE MINISTRY OF TEXTILES
(SHRI SANTOSH KUMAR GANGWAR)

(a) & (b): Yes, Madam. Pochampally Sarees, Bed Sheets, Dress Material and furnishings etc. are widely used in India and other countries.

(c): 'India Handloom Brand' has been launched to promote famous and premium handloom products and Pochampally sarees are included in this Brand.

(d): The Pochampally Ikkat has received Geographical Indication registration dated 31.12.2004 with GI. No.3. As per the Geographical Indication Act, 1999. Infringement of the Act is punishable with imprisonment to (3) years and fine of minimum of Rs.50,000/- and maximum of Rs.2,00,000/-. State Government of Telangana have taken all suitable steps to give wide publicity to Geographical Indication for Pochampally Ikkat Fabric. The Government have also constituted the State Level and District Level Committees to protect the G.I vide G.O Rt. No. 310, dated: 20.05.2005.

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